

# INDIANA

PUBLICATION ADVERTISING OPPORTUNITIES  
2010



Turkey Run State Park, Marshall

[VisitIndiana.com](http://VisitIndiana.com)

**INDIANA** restart your engines



## Dear Tourism Partners,

Thank you for your consideration of the 2010 Indiana travel publications as a part of your overall marketing plan. The goal of these publications is to **provide a broad platform** for presentation of our advertisers' messages to a number of qualified leads.

According to 2006 research conducted by Strategic Marketing and Research, Inc., **nearly 60 percent of visitors requesting Indiana travel publications convert to actual visitors**. We have learned that IOTD travel publications are used to provide trip ideas—and those trip ideas generate additional spending and increase visitor length of stay.

We are excited to continue the use of the **advertiser portal**. We are confident that this online program will help our industry plan and manage its paid and free information being presented to hundreds of thousands of potential visitors. All participation, from display ads to free listings, can be purchased and materials submitted through the advertiser portal.

If you are new to the program, please visit [Tourism.IN.gov](http://Tourism.IN.gov) and set up an organization account.

Thanks for your support. I look forward to working with you in building **effective, engaging and motivating** IOTD travel publications.

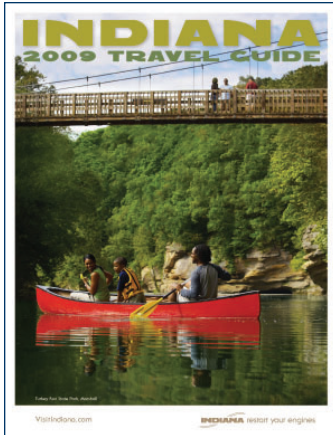
Best regards,



Amy Vaughan  
Director  
Indiana Office of Tourism Development

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### 2010-2011 Indiana Travel Guide

This two-year publication is the official travel guidebook for Indiana. It is a four-color, 8.5" x 11" perfect-bound magazine that is mailed to every consumer that requests state travel information.

You can participate in the Indiana Travel Guide in many different ways including camera-ready advertising, formatted advertising, brochure advertising, listings and grids.

As an advertiser in the Indiana Travel Guide, you will receive exposure that reaches qualified travelers in the Midwest. Additionally, all advertisers receive a presence on VisitIndiana.com, the Indiana Office of Tourism Development's official website.

According to 2006 Publication Research, the Indiana Travel Guide converts nearly 60 percent of information requestors to actual visitors. Additional benefits of the Indiana Travel Guide include:

- Sixty-three percent of guide requestors are influenced by the Indiana Travel Guide and its contents.
- Influenced visitors also stayed nearly one night longer than those uninfluenced and spent 116% more.
- The Indiana Travel Guide is viewed by consumers as a credible resource for travel information. Formatted display ads are not viewed as advertising, but as editorial or listings. "This is one type of ad layout I do like and will use."

In 2010, 600,000 Indiana Travel Guides will be printed and distributed. Contact your regional account executive to participate.

#### Planned 2010-2011 Indiana Travel Guide Distribution

Direct mail to subscribers	58,000
Welcome centers, rest areas and visitors centers, AAA offices	205,000
Fulfillment to requests generated by advertising	282,000
Indiana legislators	20,000
Consumer shows, State Fair	35,000
<b>Total distribution</b>	<b>600,000</b>

## 2010-2011 Indiana Travel Guide Corporate Advertising

A corporate advertiser is promoting on behalf of properties or locations in more than one region of Indiana. Corporate advertisers in the 2010-2011 Indiana Travel Guide can participate in a number of ways, including corporate advertising, brochure ads, listings and grids.

### Corporate Advertising:

Corporate advertisers receive far-forward placement within the Indiana Travel Guide and use camera-ready artwork provided by the advertiser. This camera-ready artwork can be changed for the 2011 edition of the Indiana Travel Guide.

Size and placement	Bleed Size	Trim Size	Live Area	Price per Year	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.375"	16.75" x 10.875"	15.75" x 9.875"	\$35,640	A one-month contest on VisitIndiana.com each year	Must allow a .5" gutter
Full-page	8.625" x 11.125"	8.375" x 10.875"	7.375" x 9.875"	\$20,878	A one-month contest on VisitIndiana.com each year	Placed as a right-hand read
Half-page	n/a	n/a	7.5" x 4.75"	\$11,000	A one-month contest on VisitIndiana.com each year	Placed adjacent to editorial

### Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide and the Travel Brochure section of VisitIndiana.com for 2010 and 2011. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Each of these two programs generates two years' worth of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via website and telephone. Brochure advertisers receive leads via email.

All brochure advertisers will be permitted to change any or all elements within their 2010 Indiana Travel Guide brochure ad for the 2011 Indiana Travel Guide reprint for a fee of \$250. This includes changing brochure artwork and copy.

	Placement	Distribution	Price per Year
Brochure Ad	Indiana Travel Guide VisitIndiana.com	2010-2011	\$2,400

### Listing and Grid:

Listing and grid advertisers will be featured in the 2010-2011 Indiana Travel Guide and, as a bonus, listed on VisitIndiana.com for the same duration with a corresponding photo. The data provided will be placed in both editions of the Indiana Travel Guide and information can be updated at any time for appearance on VisitIndiana.com.

Type	Categories for Travel Guide and VisitIndiana.com	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping, Lodging	150 character (approximately 20-word) description	\$360
Campground Grid	Campgrounds	22 grid categories and 150 character (approximately 20-word) description	\$360

## 2010-2011 Indiana Travel Guide Regional Advertising

The best way to reach visitors in the Indiana Travel Guide is through regional display ads.

**Formatted display advertisers have the following opportunities for the 2010-2011 Indiana Travel Guide.**

- Full-page regional display advertisers will have the option of choosing among four different formatted display options. These options can be found on pages 5-8.
- All formatted display advertisers will receive online added value in the form of a free listing in the Indiana Travel Guide and the appearance of that listing on VisitIndiana.com with a photo. This photo listing option will appear in the trip planner of VisitIndiana.com. Total value: \$410.
- All formatted display advertisers will be permitted to change any or all elements within their 2010 Indiana Travel Guide ad for the 2011 Indiana Travel Guide reprint for a fee of \$500. This includes changing photos, copy, logo, headline, updating contact information, etc.

Size	Photos	Headline Word Count	Subhead Word Count	Body Copy Word Count	Price	Minimum Photo Resolution
Full-page OPTION 1	1	Up to 4 words	Up to 4 words	Approximately 125 words/780 characters	\$17,490	7" x 6" @ 300 dpi 29" x 25" @ 72 dpi
Full-page OPTION 2	3	Up to 4 words	Up to 4 words	Approximately 125 words/780 characters	\$17,490	PHOTO 1 (left) 5" x 6" @ 300 dpi 21" x 25" @ 72 dpi PHOTO 2 (top right) 2.25" x 3" @ 300 dpi 9.5" x 12.5" @ 72 dpi PHOTO 3 (bottom right) 2.25" x 2.75" @ 300 dpi 9.5" x 11.5" @ 72 dpi
2/3-page vertical	3	Up to 4 words	Up to 4 words	Approximately 100 words/635 characters	\$12,650	PHOTO 1 (top) 4.5" x 3" @ 300dpi 18.75 x 12.5" @ 72dpi PHOTO 2 (lower left) 3" x 2" @ 300 dpi 11.25" x 8.75" @ 72 dpi PHOTO 3 (lower right) 2" x 2" @ 300 dpi 8.3" x 8.3" @ 72 dpi
1/2-page horizontal	2	Up to 4 words	NA	Approximately 60 words/410 characters	\$9,870	PHOTO 1 (left) 5" x 2.25" @ 300 dpi 21" x 9.5" @ 72 dpi PHOTO 2 (right) 2.25" x 2.25" @ dpi 9.5" x 9.5" @ 72 dpi
1/3-page square	2	Up to 4 words	NA	Approximately 60 words/375 characters	\$7,085	PHOTO 1 (left) 2" x 2" @ 300 dpi 8.5" x 8.5" @ 72 dpi PHOTO 2 (right) 2.75" x 2" @ 300 dpi 11.5" x 8.5" @ 72 dpi
1/3-page vertical	1	Up to 4 words	NA	Approximately 60 words/375 characters	\$7,085	2.25" x 2" @ 300 dpi 9.5" x 8.5" @ 72 dpi
1/6-page	1	Up to 4 words	NA	Approximately 20 words/150 characters	\$4,000	2.25" x 2" @ 300 dpi 9.5" x 8.5" @ 72 dpi

Copy will be collected based on character count. Regional advertisers are permitted to submit camera-ready artwork for advertising of two pages or more. For additional pricing options for camera-ready spreads, please contact your regional account executive.

Camera-ready regional advertisers will be permitted to change their artwork for the 2011 Indiana Travel Guide reprint. Regional advertising of two pages or more will be placed within the specified region.

### Two-page Regional Advertising (camera ready).

Size	Bleed Size	Trim Size	Live Size	Price per year	VisitIndiana.com Bonus	Note:
Two-page spread	17" x 11.125"	16.75" X 10.875"	15.75" x 9.875"	\$32,010	A one-month contest on VisitIndiana.com each year	Must allow a .5" gutter

Example of full-page OPTION 1:



## PLACE YOUR HEADLINE HERE

*Duis autem vel eum iriure dolor*



Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800 • VisitIndiana.com**

Request a brochure on page 153.

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Example of full-page OPTION 2:



# PLACE YOUR HEADLINE HERE

*Duis autem vel eum iriure dolor*



**INDIANA**  
restart your engines

Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800 • VisitIndiana.com**

Request a brochure on page 153.

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## Example of half-page horizontal:



## PLACE YOUR HEADLINE HERE

*Duis autem vel eum iriure dolor*



Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800 • VisitIndiana.com**

Request a brochure on page 153.

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Photos left to right: Lorem sed diam magna vel nisl ut alizuip te commodo door

## Example of 1/3-page square:



## PLACE YOUR HEADLINE HERE



Indiana Office of  
Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800**  
**VisitIndiana.com**

Request a brochure on page 153.

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## Example of 1/6-page:



## PLACE YOUR HEADLINE HERE

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Indiana Office of Tourism Development  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800 • VisitIndiana.com**

Request a brochure on page 153.

Photo: Lorem dolor amet



Example of 2/3-page vertical:



## PLACE YOUR HEADLINE HERE

*Duis autem vel eum iriure dolor*



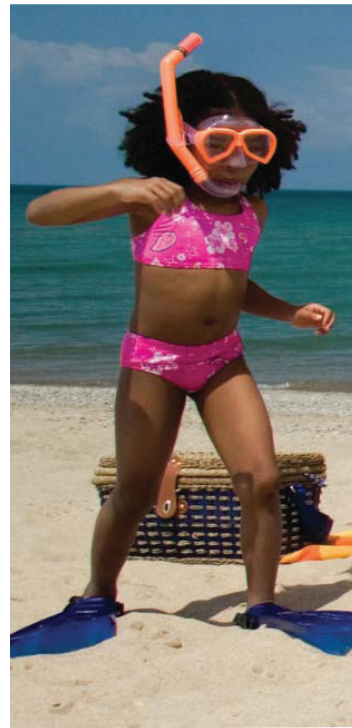
**Indiana Office of  
Tourism Development**  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800**  
**VisitIndiana.com**

Request a brochure on page 153.

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Photos clockwise from top: Lorem sed diam magna vel nisl ut door minim veniam nisl ut consequat vel illum

Example of 1/3-page vertical:



## PLACE YOUR HEADLINE HERE

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**Indiana Office of Tourism Development**  
One North Capitol, Suite 600  
Indianapolis, IN 46204-2288  
**1.800.677.9800 • VisitIndiana.com**

Request a brochure on page 153.

Photo: Lorem dolor amet

### 2010-2011 Indiana Travel Guide

#### Brochure Ad:

Brochure advertisers are featured in the Indiana Travel Guide and the Travel Brochure section of VisitIndiana.com for 2010 and 2011. The ad elements provided will be designed into a brochure ad that will be placed in both editions of the Indiana Travel Guide. Each of these two programs generates two years' worth of brochure order leads for advertiser fulfillment. Additionally, these programs promote qualified travelers to contact the advertiser directly via website and telephone. Brochure advertisers receive leads via email.

All brochure advertisers will be permitted to change any or all elements within their 2010 Indiana Travel Guide brochure ad for the 2011 Indiana Travel Guide reprint for a fee of \$250. This includes changing brochure artwork and copy.

	Placement	Distribution	Price per Year
Brochure Ad	Indiana Travel Guide VisitIndiana.com	2010-2011	\$2,400

#### Listing and Grid:

Listing and grid advertisers will be featured in the 2010-2011 Indiana Travel Guide and, as a bonus, listed on VisitIndiana.com with a corresponding photo for the same duration. The data provided will be placed in both editions of the Indiana Travel Guide and information can be updated at any time for appearance on VisitIndiana.com.

Type	Categories for Travel Guide and VisitIndiana.com	Format	Price per Year
Listing	Attractions, Information, Recreation, Restaurants, Shopping, Lodging	150 character (approximately 20-word) description	\$360
Campground Grid	Campgrounds	22 grid categories and 150 character (approximately 20-word) description	\$360



## 2010-2011 Indiana Travel Guide

### Example of Listing:

#### LODGING

##### Lake Rudolph Hotel ☕ 🐾 🏊

\$240, Full Breakfast

78 N Holiday Blvd. Located adjacent to Holiday World & Splashin' Safari. More than 200 rental RVs and cabins, large swimming pool, playgrounds, mini golf, free Wi-Fi, free theme park shuttle. Open Apr. 4-Nov. 15. 877.478.3657. [lakerudolph.com](http://lakerudolph.com) 📍

#### SCOTTSBURG

For Camping, see page 152.

#### RECREATION

##### Hardy Lake

4171 E Harrod Rd. Boating, swimming, hiking, fishing and hunting in season. Summer nature/history programs. Winterized restrooms and shower house for cold weather camping. Reservable camping. Adm. chg. Open Jan.-Dec. 812.794.3800. [dnr.IN.gov/parklake](http://dnr.IN.gov/parklake) 📍

#### SELLERSBURG

#### INFORMATION

##### Clark-Floyd Counties Convention & Tourism Bureau

305 Southern Indiana Ave., I-65, Exit 9. Juried art show fourth weekend of Aug., Fuzzy Zoeller golf courses, nearby family farms, winery and Forest Discovery Center. No adm. chg. Open Jan.-Dec. Closed Thanksgiving, Christmas Day. 800.552.3842. [sunnysideoflouisville.org](http://sunnysideoflouisville.org) 📍

#### STARLIGHT

#### INFORMATION

##### Clark-Floyd Counties Convention & Tourism Bureau

305 Southern Indiana Ave. U-pick farms, winery, farm style restaurants, Forest Discovery Center, strawberry and apple festivals, day lilies, farm animal petting zoo and scenic drives. No adm. chg. Open Jan.-Dec. 800.552.3842. [sunnysideoflouisville.org](http://sunnysideoflouisville.org) 📍

### Example of Campground Grid:

CAMPGROUNDS	Number of Campsites	Handicapped Accessible	Pets Allowed	Lodging On-Site	RV Sites	Tents	Tables	Grates/Grills	Flush Toilets	Showers (Hot Water)	Water Hookup	Sewer Hookup	Electricity Hookup	High-Speed Internet	Recreation Hall On-Site	Swimming On-Site	Boat Rental On-Site	Boating On-Site	Fishing Lake On-Site	Bait/Tackle On-Site	Grocery On-Site	Laundry On-Site	Additional Notes
<b>Batesville</b> Indian Lakes Resort 7234 Hwy. 46 E. 812-934-5693 <a href="http://thousandtrails.com">thousandtrails.com</a>	700	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Membership campground. Cabins and facilities available for groups, weddings, graduations, reunions and company outings. Fishing lakes. Mini-golf.

## Best Deal Festival Listing:

Best Deal festival advertisers will appear in the 2010-2011 Indiana Travel Guide and both the 2010 and 2011 editions of the Indiana Festival Guide in a "shaded" box. As a bonus, the festival listing will also appear on VisitIndiana.com throughout 2010-2011. Best Deal festival listings include a 150 character (approximately 20-word) description, festival dates, times and a website address. Updated information can be provided for the 2011 Indiana Festival Guide, and all information can be updated at any time for appearance on VisitIndiana.com.

	Placement	Distribution	Price per Year
Best Deal Festival Listing	Indiana Travel Guide Indiana Festival Guide VisitIndiana.com	2010-2011	\$360

## Example of Best Deal Listing:

### 24-26

WABASH (East)

#### Ole' Boys Toys Expo\*

Paradise Spring Historical Park. Antique tractors, antique engines, food and crafts, cars and fire trucks, entertainment nightly and kiddie tractor pull. Hours vary. No adm. chg. 765.384.4567; VisitIndiana.com.

### 24-26

BERNE (East)

#### Swiss Days

Throughout city. Switzerland in Indiana! Entertainment including polka bands, quilt and art shows, vendors, parade, rides, food, contests and horsepull. Thu. 5 pm-10 pm; Fri.-Sat. 8 am-10 pm. No adm. chg. 260.589.8080; bernesswissdays.com.

### 25-26

FRANKFORT (West)

#### Frankfort Hot Dog Festival

Downtown. Antiques, art, crafts, food, activities for all, 5k Bun Run and a concert Sat. night. Hours vary. No adm. chg. 765.654.4081; VisitIndiana.com.





### 2010 Indiana Festival Guide

This two-color (black and PMS 167U), one-year publication lists more than 600 festivals throughout the state in a monthly organization and a handy 5 1/2" x 8" size. Participation in the 2010 Indiana Festival Guide is available as a qualified festival listing and/or as a display advertiser. All qualified festival listings also appear on VisitIndiana.com in 2010. The Indiana Festival Guide has always been one of Indiana's most requested guidebooks because attending festivals is a favorite activity of Indiana visitors.

In 2010, 500,000 Indiana Festival Guides will be printed and distributed.

Contact your regional account executive to participate.

### Planned 2010 Indiana Festival Guide Distribution

Direct mail to subscribers	58,000
Welcome centers, rest areas and visitors centers, AAA offices	100,000
Fulfillment to requests generated by advertising	237,000
Hoosier Energy customers	40,000
Indiana legislators	25,000
Indiana festivals, through the Indiana State Festival Association	20,000
Consumer shows, State Fair	20,000
<b>Total distribution</b>	<b>500,000</b>

## 2010 Indiana Festival Guide

### Display Advertising:

This option is the best way to convey a complete festival message. A display ad provides your festival one full year of exposure in the 2010 Indiana Festival Guide using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a festival listing. Full-page and half-page ads are placed in the month of the Festival Guide specified by the advertiser.

Contact your regional account executive to participate.

Size	Price per Year
Half-page vertical ad, 2-color (black + publisher choice)	\$1,100
Full-page ad, 2-color (black + publisher choice)	\$2,200
Inside back cover, 4-color	\$5,500
Inside front cover, 4-color	\$7,425

### Best Deal Festival Listing

Best Deal festival advertisers will appear in the 2010-2011 Indiana Travel Guide and both the 2010 and 2011 editions of the Indiana Festival Guide in a "shaded" box. As a bonus, the festival listing will also appear on VisitIndiana.com throughout 2010-2011. Best Deal festival listings include a 150 character (approximately 20-word) description, festival dates, times and a website address. Updated information can be provided for the 2011 Indiana Festival Guide, and all information can be updated at any time for appearance on VisitIndiana.com.

	Placement	Distribution	Price per Year
Best Deal Festival Listing	Indiana Travel Guide Indiana Festival Guide VisitIndiana.com	2010-2011	\$360

### Indiana State Festival Association ISFA Membership Listing

ISFA annual membership is \$50 - \$150 based on a sliding scale, determined by festival budget. Along with additional membership benefits, also provided is a guarantee that your free a 150 character (approximately 20-word) description will appear in the 2010 Indiana Festival Guide if your festival meets all the requirements set by the Indiana Office of Tourism Development. ISFA member listings are specially designated with an asterisk in the 2010 Indiana Festival Guide. Member festivals also receive a festival listing on VisitIndiana.com throughout 2010.

All 2009 ISFA members and festivals must renew their membership for 2010 in order to guarantee placement in the 2010 Indiana Festival Guide. Contact the Indiana State Festivals Association at [info@indianafestivals.org](mailto:info@indianafestivals.org) to become a member.

### FREE Listing

Visit the advertiser portal on [Tourism.IN.gov](http://Tourism.IN.gov) to apply for a free 2010 Indiana Festival Guide listing. Fill out the online application before June 15, 2009. Free festival listings include festival name, a 150 character (approximately 20-word) description, dates, website address and contact phone. Only festivals that meet criteria set by the Indiana Office of Tourism Development and submit a 2010 online application may receive a listing in the 2010 Indiana Festival Guide.

Contact your regional account executive with any questions. The deadline to apply is June 15, 2009.





## 2010-2011 Indiana Travel Map

This four-color, two-year publication features an Indiana highway map on one side and travel information on the other. Cover and interior panel advertising opportunities are available. Listings will be available for purchase in six categories: Attractions, Information, Lodging/Camping, Recreation, Restaurants and Shopping. Each listing will receive a designated dot on the actual highway map. The Indiana Travel Map will be traditional map size for travel convenience. Each listing will also receive a free listing on VisitIndiana.com throughout 2009, including an interactive map icon.

In 2010, 500,000 Indiana Travel Maps will be printed and distributed.  
Contact your regional account executive to participate.

### Planned 2010 Indiana Travel Map Distribution

Direct mail to subscribers	58,000
Welcome centers, rest areas, and visitors centers, AAA offices	130,000
Fulfillment to requests generated by advertising	267,000
Indiana legislators	25,000
Consumer shows, State Fair	20,000

**Total distribution 500,000**

### Display Advertising:

This option is the best way to convey a complete message. A display ad provides your organization one full year of exposure in the 2010 Indiana Travel Map using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to an icon listing. Full-panel and half-panel ads are available. Only eight interior panels are available, plus the back cover.

Contact your regional account executive to participate.

Size	Price per Year
Half-page interior panel, 4-color	\$4,500
Full interior panel, 4-color	\$8,500
Outside back cover, 4-color	\$14,000

### Listing:

Only 160 listings are available on the 2010-2011 Indiana Travel Map. Each 150 character (approximately 20-word) listing will receive a numbered dot within the highway map and a listing on VisitIndiana.com throughout 2011, including an interactive map icon. Advertisers may select one category to place their icon listing in the Indiana Travel Map: Attractions, Information, Lodging/Camping, Recreation, Restaurants and Shopping.

Contact your regional account executive to participate.

Size	Price per Year
A listing on VisitIndiana.com throughout 2011	\$0
Icon listing, 150 characters (approximately 20 words)	\$500

### FREE Offers

#### Festival Listing

Visit [Tourism.IN.gov](http://Tourism.IN.gov) to apply for a free festival listing. Free festival listings include festival name, dates, website address and contact phone only. Only festivals that meet criteria set by the Indiana Office of Tourism Development and submit a 2010 online application may receive a listing in the 2010 Indiana Festival Guide.

Contact your regional account executive with any questions. The deadline to apply is **June 15, 2009**.

#### Getaway Packages

The Indiana Office of Tourism Development encourages businesses around the state to develop getaway packages that make it easy for travelers to experience more throughout the state. To encourage overnight travelers, each package should be managed by a lodging facility and have a single price point with off-property activities included. Additional package components could include attractions, retailers, outlet or antique malls, merchants associations, restaurants, events, etc.

Visit the advertiser portal on [Tourism.IN.gov](http://Tourism.IN.gov) to apply for a free 2010 VisitIndiana.com Getaway Package. Only getaway packages that meet criteria set by the Indiana Office of Tourism Development and submit an online application will be featured on VisitIndiana.com throughout 2010.

#### Discount Coupons

Discount Coupons are featured on VisitIndiana.com in the Travel Discounts section. Attractions, restaurants, retailers, hotels, motels, bed & breakfasts and campgrounds are all encouraged to submit discount coupons for travelers to print out on VisitIndiana.com to redeem.

Visit the advertiser portal on [Tourism.IN.gov](http://Tourism.IN.gov) to apply for a free discount coupon to appear on VisitIndiana.com. Only discount coupons that meet criteria set by the Indiana Office of Tourism Development may receive a listing on VisitIndiana.com. Getaway Packages will be featured on VisitIndiana.com throughout 2010.

## REGIONAL ACCOUNT EXECUTIVES: CONTACT INFORMATION

### North

**Terri Grabill**

North Region Account Executive  
PO Box 588  
110 West Waterford St.  
Wakarusa, IN 46573  
P: 574.862.1434  
F: 574.862.1979  
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Please contact your regional account executive for more information regarding artwork submission.  
The deadline for space reservations and artwork is June 15, 2009.